

DIRECT MARKETING EXPENSE

ADVERTISING	LEDGER CODE	FIRST QUARTER	YEAR TO DATE
MERIT ADV			
CONSUMER MAGS	040-127-701-27	5,496,121.00	5,496,121.00
SUNDAY SUPP	040-127-702-27	1,506,025.00	1,506,025.00
NEWSPAPERS	040-127-703-27	11,728,448.00	11,728,448.00
PROD CST PR MED	040-127-733-27	645,427.00	645,427.00
PROD CST OUTDOOR	040-127-734-27	4,945.00	4,945.00
OUTDOOR PROD DIR	040-127-735-27	138,321.00	138,321.00
ROTARY PERMANENT	040-127-771-27	1,814,305.00	1,814,305.00
3-SHEET	040-127-772-27	2,700,158.00	2,700,158.00
CRITERION	040-127-773-27	40,612.00	40,612.00
TRANSIT SIGNS	040-127-774-27	453,103.00	453,103.00
COMMUTER CLOCKS	040-127-775-27	105,920.00	105,920.00
TOTAL MERIT ADV		24,633,385.00	24,633,385.00
TOTAL ADVERTISING		24,633,385.00	24,633,385.00
SALES PROMOTION			
OTHER SELLING EXPENSES			
SWITCH SEL SAMPL	041-150-072-27	489.09	489.09
LOSS GDS DESTROYD	041-150-090-27	189,924.11	189,924.11
TOTAL OTHER SELLING EXPENSES		190,413.20	190,413.20
MERCHANDISING PROGRAMS			
CHAIN SPEC ALLOW	041-160-127-27	29,857.00	29,857.00
CHAIN PLAN B	041-160-128-27	766,268.00	766,268.00
CHAIN PLAN A	041-160-130-27	441,220.00	441,220.00
SET SELL	041-160-142-27	44,973.30	44,973.30
LOCAL PLAN B	041-160-188-27	960,591.00	960,591.00
LOCAL PLAN A	041-160-190-27	354,199.00	354,199.00
VEN MCH CLMN CST	041-160-350-27	402,930.00	402,930.00
TOTAL MERCHANDISING PROGRAMS		3,000,038.30	3,000,038.30
PROMOTIONAL EXPENSES			
TRADE INCENTIVES	041-170-131-27	4,349.19	4,349.19
CONSUMER INCENT	041-170-133-27	1,290.34	1,290.34
INTRO OFFERS	041-170-140-27	162.00	162.00

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PROMOTIONAL EXPENSES			
MISCELLANEOUS	041-170-160-27	406.76	406.76
15 CTN ALLOW	041-170-186-27	133,644.10	133,644.10
ART WORK DEVELOP	041-170-202-27	58,990.00	58,990.00
PKG SURF DES	041-170-970-27	13,822.00	13,822.00
TOTAL PROMOTIONAL EXPENSES		210,083.71	210,083.71
SAMPLING PROGRAMS			
TRAVEL EXPENSE	041-171-030-27	477.10	477.10
SAMPLE 20'S	041-171-070-27	2,839.09	2,839.09
SAMPLING MATERIL	041-171-081-27	4,823.04	4,823.04
SAMPLES 4'S	041-171-084-27	147,284.43	147,284.43
TAX ON SAMPLES	041-171-085-27	53,733.86	53,733.86
SAMPLE 6'S	041-171-086-27	5,362.40	5,362.40
TOTAL SAMPLING PROGRAMS		214,519.92	214,519.92
MERCHANDISING MATERIALS			
VENDING PRO MAT	041-172-293-27	23,032.15	23,032.15
PERM POS MATL	041-172-298-27	419,256.28	419,256.28
DISPLAY BRAND 1	041-172-300-27	269,144.30	269,144.30
DISPLAY BRAND 2	041-172-301-27	256,827.27	256,827.27
DISPLAY BRAND 3	041-172-302-27	11,915.48	11,915.48
TOTAL MERCHANDISING MATERIALS		980,175.48	980,175.48
TOTAL SALES PROMOTION		4,595,230.61	4,595,230.61

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MARKET-PUBLIC RELATIONS	LEDGER CODE	FIRST QUARTER	YEAR TO DATE
PROM PGM MERIT			
TELEPHONE	044-104-041-27	2,367.89	2,367.89
MISCELLANEOUS	044-104-160-27	667.38	667.38
AUTO OPER EXP	044-104-173-27	2,965.83	2,965.83
MAINT & REPAIRS	044-104-177-27	3,272.49	3,272.49
DEPRECIATION	044-104-252-27	25,321.80	25,321.80
RENTALS	044-104-253-27	643.05	643.05
SOFTWARE AMORT	044-104-256-27	1,090.29	1,090.29
TRANS SERVICES	044-104-344-27	959.91	959.91
PRINTING GENERAL	044-104-523-27	68,289.47	68,289.47
INSURANCE	044-104-530-27	9,000.00	9,000.00
ACCIDENT SETTLMT	044-104-531-27	100.00	100.00
MAIL SERVICE	044-104-541-27	116.50	116.50
PHOTOGRAPHY EXP	044-104-555-27	1,367.88	1,367.88
TEMPORARY HELP	044-104-600-27	11,628.41	11,628.41
PURCHASES	044-104-632-27	75,961.17	75,961.17
CONS RETAIN DTH	044-104-783-27	280,408.50	280,408.50
CONSULT RET-A&S	044-104-789-27	56,700.00	56,700.00
CONSULT EXP-A&S	044-104-790-27	390.54	390.54
CONS EXP OTHER	044-104-793-27	115,538.74	115,538.74
SPECIAL PROJECTS	044-104-870-27	310.13	310.13
TOTAL PROM PGM MERIT		657,099.98	657,099.98
TOTAL MARKET-PUBLIC RELATIONS		657,099.98	657,099.98
TOTAL DIRECT MARKETING	MERIT	29,885,715.59	29,885,715.59

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